

THE BRAND

Brand: **Turbo King**
Opco: **Bralima – DRC Congo**
Marketing Director: **Karolien Wouters**

Brand In A Bottle:
Paste your ‘Brand In A Bottle’ as a picture



Core Creative Brand Idea:
You have earned it. This stems from the brand positioning that Turbo King is a reward at the end of a hard day of work . A celebration for our everyday king.

Market Context:
Turbo King, the leader in dark beer and true symbol of masculinity was losing its relevance with the younger target audience. Brewed for our kings is a campaign aimed to elevate the brand in the mind of the consumers as a true reward.

THE CAMPAIGN

Campaign name: **Brewed for our Kings**
Launch date: **June 2024**
Formats: **OOH, digital ads, banner ads**

Job To Be Done:
Get drinkers aged 18-25 to see TBK as the beer of reward for the modern man in the unwinding demand space by overcoming the belief that TBK is only for manual labourers and therefore not a drink to be seen with

Communications objective:
Leverage current Campaign Brewed for our kings with a positive local twits with everyday king from different communes to bring a sense of Pride and build meaningfulness among the younger target audience.

Insight:
The beer is perceived as being for “unrefined” manual laborers and therefore not cool to be seen with.

Campaign strategy and creative idea:
Turbo King is a reward for everyday King. Local and modern adaptation of who are our everyday Kings are.
- Rejuvenating the brand with a communication that will attract new young and young adults' consumers and grow brand volume
- Drive meaningfulness and change perception that Turbo King does not represent the modern man.

MWBs:
MWB1: New brand positioning
MWB3: Breakthrough communication

Demand Space:
Unwinding

Creative Commitment: Put an 'x' in the appropriate boxes for the campaign

1A (for strategic brands) Total reach among target consumers ☐ <30%☒ 30%-50%☐ >50%	1B (for game-changer brands) Total reach among target consumers ☐ <30%☐ 30%-60%☐ >60%	2 (for all brands) Overall campaign duration ☐ <12wks☒ 12wks - 2yrs☐ >2yrs	3 (for all brands) Total number of channels ☒ <5☐ 5-10☐ >10
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Campaign assets: Insert a link to all campaign assets that you would like to be considered (no more than 10). These should represent the full breadth of the campaign.

TESTING & RESULTS

Kantar pre-/during-campaign testing: Map all testing results for this campaign and the last, and include M/D/S scores

Pres and Post launch testing results phase 1:
Ad awareness: 34% Pre vs 38% Post
Message recall: 16% Pre vs 23% post
Consideration: 32% Pre vs 48% post

Post-campaign results:
Brand Power: 11.0 (+0.5pp)
Meaningful: 117 (+17pp)
Communication awareness 88 (+4PP)
Social Media Reach: 7mil
Display ad: 1 mil



PLATFORM

SOCIAL

DISPLAY

REACH

7 602 515

1 020 087

